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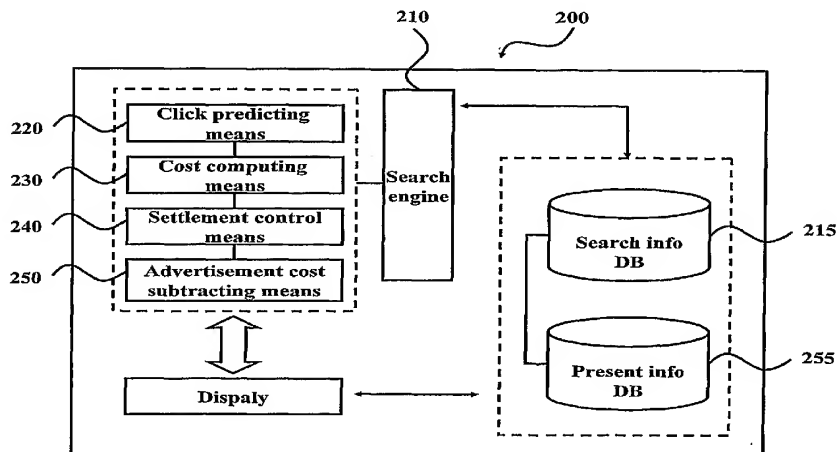
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(54) Title: METHOD FOR OFFERING A SEARCH-WORD ADVERTISEMENT AND GENERATING A SEARCH RESULT LIST IN REPONSE TO THE SEARCH-DEMAND OF A SEARCHER AND A SYSTEM THEREOF



(57) Abstract: The present invention relates to method and system for providing a search word advertisement which can compute a predetermined expected advertisement cost by predicting the maximum number of expected clicks at the future point with respect to particular search listing, and subtract a cost for execution of advertisement from the expected advertisement cost, wherein the cost for execution of advertisement is determined on the basis of the number of valid clicks that have actually occurred during a contracted advertising period. According to the present invention, in a model for providing an advertisement through a search word advertisement, there is an effect that it is possible to provide method and system for providing a search word advertisement which predict the maximum number of expected clicks by predetermined future point, and adopt a unit cost per click, thereby scientifically computing an expected advertisement cost and charging an advertiser a reasonable advertisement cost.

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